

AMENDMENT TO THE SPECIFICATION:

Page 1, lines 10 – 17:

In recent years, display driver apparatuses have been implemented in hand-held telephones, hand-held data terminals and gaming apparatuses to perform screen display control. However, because the required display gradient between and among such devices varies, depending on the purpose or application of use, different display driver apparatuses having different gradient displays are individually manufactured for a particular purpose and application. Less expensive display drivers are incorporated into lower priced devices. Others are employed to provide lower power consumption. Still others offer higher image quality.